



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 321038

Schedule Dates 10/01/12-11/03/12

Advertiser Pol/P McCrory/R/Gov/NC (16611)

Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand COIC07 FOR GOV (132441)

Salesperson Teletrap/Philadelphia, Philadelphia (1057)

Sales Office Teletrap/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax /

CPE MCCRO/ORDR/COIC07

Account Types National/Political

Billing Type Standard

Comments MCCRO FOR GOVERNOR
MCCRO FOR NC GOVERNOR

Date Entered 07/06/12

Last Modified 10/30/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,641.00

Net Total \$43,299.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Nov. 2012

Grand Total:

Spots

58

1

59

Rate

\$48,440.00

\$2,500.00

\$50,940.00

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
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1.6	Normal Line / Spot	10/01/12-10/01/12	5	:30	12A-1A (EST)	1											Charlotte (WSOC)	DR PHIL	10/1/12
3.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	11P-11:35P (EST)	1											Charlotte (WSOC)	EYEWITNESS NEWS	10/1/12
4.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	11:35A-12:35A (EST)	1											Charlotte (WSOC)	DRHILLMAN	10/1/12
4.3	Normal Line / Spot	10/01/12-10/01/12	5	:30	12:35A-1P (EST)	1											Charlotte (WSOC)	EYEWITNESS	10/1/12
4.4	Normal Line / Spot	10/01/12-10/01/12	4	:30	11:35A-12:35A (EST)	1											Charlotte (WSOC)	EYEWITNESS	10/1/12
4.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	1P-2P (EST)	1											Charlotte (WSOC)	Chew	10/22/12
5.0	Normal Line / Spot	10/05/12-10/05/12	6	:30	12P-1P (EST)	1											Charlotte (WSOC)	EYEWITNESS NEWS	10/1/12
5.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	12P-1P (EST)	1											Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
6.0	Normal Line / Spot	10/05/12-10/05/12	6	:30	1P-2P (EST)	1											Charlotte (WSOC)	DR OZ	10/1/12
6.1	Normal Line / Spot	10/05/12-10/05/12	4	:30	1P-2P (EST)	1											Charlotte (WSOC)	DR OZ	10/1/12
6.2	Normal Line / Spot	10/05/12-10/05/12	4	:30	1P-2P (EST)	1											Charlotte (WSOC)	DR OZ	10/1/12
6.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	4P-5P (EST)	1											Charlotte (WSOC)	DR OZ	10/28/12
7.0	Normal Line / Spot	10/05/12-10/05/12	5	:30	5:30P-6:57P (EST)	1											Charlotte (WSOC)	EYEWITNESS NEWS	10/1/12
7.1	Normal Line / Spot	10/05/12-10/05/12	4	:30	5:30P-6:57P (EST)	1											Charlotte (WSOC)	EYEWITNESS NEWS	10/1/12



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Advertiser Pol/P McCrory/R/Gov/NC (16611)

Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand CO1C07 FOR GOV (132441)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax

CPE MCCRO/ORDR/CO1C07

Account Types National/Political

Billing Type Standard

Comments MCCRO/ORDR FOR GOVERNOR
MCCRO/ORDR FOR NC GOVERNOR

Date Entered 07/06/12

Last Modified 10/30/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,641.00

Net Total \$43,299.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Nov. 2012

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Spots

58

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59

Rate

\$48,440.00

\$2,500.00

\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	5P-5:30P (EST)	1					1			1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
8.1	Revised Line / Spot	10/05/12-10/05/12	5	:30	5:30A-6A (EST)	1					1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
8.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	5:30A-6A (EST)	1					1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
10.1	Revised Line / Spot	10/05/12-10/05/12	5	:30	6P-6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
10.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	6P-6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
11.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	6A-7A (EST)	1					1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
12.1	Revised Line / Spot	10/05/12-10/05/12	5	:30	7A-8A (EST)	1					1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
13.1	Revised Line / Spot	10/05/12-10/05/12	5	:30	8A-10A (EST)	1					1			1			Charlotte (WSOC)	EXT GUYE KILLY	9/28/12

CONFIRMATION CONTRACT

Date:

Accepted Station:

By:

Comments:

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Product Political - State Candidate (1071)
Brand COIC07 FOR GOV (132441)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax

Date Entered 07/06/12
Last Modified 10/30/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221194
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,641.00
Net Total \$43,299.00
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Account Types National/Political
Billing Type Standard
Comments MCCROY FOR GOVERNOR
MCCROY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	9A-10A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
15.1	Revised Line / Spot	10/01/12-10/01/12	4	:30	10A-11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
15.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A-11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
16.1	Revised Line / Spot	10/01/12-10/01/12	4	:30	11P-11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
16.2	Normal Line / Spot	10/01/12-10/01/12	4	:30	11P-11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
17.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	11:35P-12:05A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
17.1	Revised Line / Spot	10/01/12-10/01/12	4	:30	11:35P-12:05A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
18.1	Revised Line / Spot	10/01/12-10/01/12	4	:30	12P-1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
18.2	Revised Line / Spot	10/01/12-10/01/12	4	:30	12P-1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:
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Advertiser Pol/P McCrory/R/Scov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand COIC07 FOR GOV (132441)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /

Date Entered 07/06/12
Last Modified 10/30/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221194
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,641.00
Net Total \$43,299.00
Sales Tax

Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Revised Line / Spot	10/01-11/03/12	4	:30	4P-5P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
19.1	Revised Line / Spot	10/01-11/03/12	4	:30	5P-6P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
19.2	Revised Line / Spot	10/01-11/03/12	4	:30	6P-7P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
19.3	Normal Line / Spot	10/01/12-10/01/12	5	:30	4P-5P (EST)	1	1							1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
21.0	Revised Line / Spot	10/01/12-10/01/12	4	:30	5A-6A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
21.1	Revised Line / Spot	10/01/12-10/01/12	5	:30	5A-6A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
21.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	5A-6A (EST)	1	1							1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
22.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	5A-6P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
22.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	5A-6P (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
23.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	6P-7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
23.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	6P-7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
24.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	6A-7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
24.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	6A-7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Smart Media Group
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Alexandria, VA 22314

Contract # 321038

Schedule Dates	10/01/12-11/03/12	Date Entered	07/06/12
Advertiser	Pol/P McCrory/R/Gov/NC (15611)	Last Modified	10/30/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	COIC07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax		Commission %	15.00
CPE	MCORO/ORDR/COIC07	Commission	\$7,641.00
Account Types	National/Political	Net Total	\$43,299.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	1							1			Charlotte (WSOC)	7A	9/28/12
25.1	Revised Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	1							1			Charlotte (WSOC)	7A	9/28/12
25.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	1							1			Charlotte (WSOC)	GMA	9/28/12
26.0	Revised Line / Spot	10/01/12-10/01/12	5	:30	8P- 10P (EST)	1	1							1			Charlotte (WSOC)	DWTS	9/28/12
26.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	8P- 10P (EST)	1	1							1			Charlotte (WSOC)	DWTS	9/28/12
28.0	Revised Line / Spot	10/06/12-10/06/12	5	:30	11:30P- 12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
28.1	Revised Line / Spot	10/06/12-10/06/12	5	:30	11:30P- 12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
28.2	Normal Line / Spot	10/06/12-10/06/12	4	:30	11:30P- 12:05A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
29.0	Revised Line / Spot	10/06/12-10/06/12	5	:30	12P- 12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
29.1	Revised Line / Spot	10/06/12-10/06/12	5	:30	12P- 12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
29.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	12P- 12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
30.0	Revised Line / Spot	10/06/12-10/06/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
30.1	Revised Line / Spot	10/06/12-10/06/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
30.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12

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Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand CO1C07 FOR GOV (132411)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax

Date Entered 07/06/12
Last Modified 10/30/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221194
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,644.00
Net Total \$43,299.00
Sales Tax

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Oct. 2012	58	\$48,440.00	
Nov. 2012	1	\$2,500.00	
Grand Total:	59	\$50,940.00	

Account Types MCCRO/ORDR/CO1C07
Billing Type Standard
Comments MCCRO/ORDR/CO1C07
MCCRO/ORDR/CO1C07

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
32.0	Revised Line / Spot	10/06/12-10/06/12	4	:30	8A-9A (EST)	1								1			Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
32.1	Revised Line / Spot	10/06/12-10/06/12	4	:30	8A-9A (EST)	1								1			Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
32.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A-9A (EST)	1								1			Charlotte (WSOC)	GMA SATURDAY	9/28/12
33.0	Revised Line / Spot	10/07/12-10/07/12	5	:30	12P-12:30P (EST)	1								1			Charlotte (WSOC)	10P LATE NEWS	9/28/12
34.0	Revised Line / Spot	10/07/12-10/07/12	5	:30	12P-12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
34.1	Revised Line / Spot	10/07/12-10/07/12	5	:30	12P-12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
34.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	12P-12:30P (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
35.0	Revised Line / Spot	10/07/12-10/07/12	5	:30	6P-6:30P (EST)	1								1			Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
35.1	Revised Line / Spot	10/07/12-10/07/12	5	:30	6P-6:30P (EST)	1								1			Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
35.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	6P-6:30P (EST)	1								1			Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
37.1	Revised Line / Spot	10/07/12-10/07/12	5	:30	7A-8A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
37.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	7A-8A (EST)	1								1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
38.0	Revised Line / Spot	10/07/12-10/07/12	4	:30	9A-9A (EST)	1								1			Charlotte (WSOC)	9A NEWS SUNDAY	9/28/12

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Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand CO1C07 FOR GOV (132441)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax

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Last Modified 10/30/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221194
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,641.00
Net Total \$43,299.00
Sales Tax

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By Broadcast Month	Spots	Rate	
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Nov. 2012	1	\$2,500.00	
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Billing Type

Standard

MCCRO/ORDR/CO1C07

MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.1	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A-9A (EST)	1							1	1	\$500.00	\$500.00	Charlotte (WSOC)	GMA SUNDAY	9/28/12
38.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A-9A (EST)	1							1	1	\$500.00	\$500.00	Charlotte (WSOC)	GMA SUNDAY	9/28/12
40.1	Normal Line / Spot	10/04/12-10/04/12	4	:30	11P-11:35P (EST)	1							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	11P-11:35P (EST)	9/28/12
40.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11P-11:35P (EST)	1							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	11P-11:35P (EST)	9/28/12
41.1	Normal Line / Spot	10/04/12-10/04/12	4	:30	11:35P-12:05A (EST)	1							1	1	\$700.00	\$700.00	Charlotte (WSOC)	11:35P-12:05A (EST)	9/28/12
41.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11:35P-12:05A (EST)	1							1	1	\$700.00	\$700.00	Charlotte (WSOC)	11:35P-12:05A (EST)	9/28/12
42.1	Normal Line / Spot	10/04/12-10/04/12	3	:30	12P-1P (EST)	1							1	1	\$675.00	\$675.00	Charlotte (WSOC)	12P-1P (EST)	9/28/12
43.1	Normal Line / Spot	10/04/12-10/04/12	4	:30	4P-5P (EST)	1							1	1	\$825.00	\$825.00	Charlotte (WSOC)	4P-5P (EST)	9/28/12
43.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	4P-5P (EST)	1							1	1	\$825.00	\$825.00	Charlotte (WSOC)	4P-5P (EST)	9/28/12
44	Normal Line / Spot	10/04/12-10/04/12	4	:30	4P-5P (EST)	1							1	1	\$825.00	\$825.00	Charlotte (WSOC)	4P-5P (EST)	9/28/12

CONFIRMATION CONTRACT

Date	Accepted Station	Date	Comments

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321038

Schedule Dates 10/01/12-11/03/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand COIC07 FOR GOV (132441)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY

Date Entered 07/06/12
Last Modified 10/30/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221194
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,641.00
Net Total \$43,299.00
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Account Types National/Political
Billing Type Standard
Comments MCCROY FOR GOVERNOR
MCCROY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
44.1	Revised Line / Spot	10/04/12-10/04/12	6	:30	5P-5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	5P NEWS	10/12
44.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5P-5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESSES NEWS	9/28/12
45.1	Revised Line / Spot	10/04/12-10/04/12	6	:30	5P-5:30P (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)	5P NEWS	10/12
45.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5P-5:30P (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
47.1	Revised Line / Spot	10/04/12-10/04/12	6	:30	6P-6:30P (EST)	1								1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
47.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	6P-6:30P (EST)	1								1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
49.1	Revised Line / Spot	10/04/12-10/04/12	6	:30	7A-8A (EST)	1								1	\$775.00	\$775.00	Charlotte (WSOC)	7A NEWS	9/28/12
49.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	7A-8A (EST)	1								1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
52.1	Normal Line / Spot	10/02/12-10/02/12	4	:30	11P-11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
53.1	Revised Line / Spot	10/02/12-10/02/12	6	:30	11P-11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321038

Schedule Dates	10/01/12-11/03/12	Date Entered	07/06/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/30/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	CO1C07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	Normal
Sales Office	Telerep/Philadelphia	Order Type	Package Deal
Buyer Name	HAN EN, LINDSAY	Commission %	15.00
Phone/Fax		Commission	\$7,644.00
CPE	MCCRO/ORDR/CO1C07	Net Total	\$43,299.00
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
52.1	Revised Line / Spot	10/02/12-10/02/12	4	:30	11:35P- 12:05A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)	NEWSLINE	9/28/12
53.2	Normal Line / Spot	10/02/12-10/02/12	4	:30	11:35P- 12:05A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)	NEWSLINE	9/28/12
54.0	Revised Line / Spot	10/02/12-10/02/12	4	:30	4P- 5P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
55.1	Revised Line / Spot	10/02/12-10/02/12	4	:30	4P- 5P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
55.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	4P- 5P (EST)	1								1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
56.0	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
56.1	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
56.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5P- 5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
57.0	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
57.1	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
57.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
58.0	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
58.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
59.0	Revised Line / Spot	10/02/12-10/02/12	4	:30	5P- 5:30P (EST)	1								1	\$875.00	\$875.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted-Station:	Date:
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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321038

Schedule Dates	10/01/12-11/03/12	Date Entered	07/06/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/30/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	CO1C07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal
Sales Office	Telerep/Philadelphia	Package Deal	
Buyer Name	HANLEN, LINDSAY	Commission %	15.00
Phone/Fax		Commission	\$2,641.00
CPE	MCCRO/ORDR/CO1C07	Net Total	\$43,299.00
Account Types	National/Political	Sales Tax	

Billing Type Standard

Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
60.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	6A-7A (EST)			2						2	\$850.00	\$1,700.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
61.1	Revised Line / SPOT	10/02/12-10/02/12	5	:30	6A-7A (EST)			1									Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
62.1	Revised Line / SPOT	10/02/12-10/02/12	5	:30	6A-7A (EST)			1									Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
62.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	9A-10A (EST)			1									Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
62.2.1	Closed Preempt	10/02/12															Charlotte (WSOC)	Breaking News Interrupt Spot -	
63.1	Revised Line / SPOT	10/02/12-10/02/12	4	:30	10A-11A (EST)			1									Charlotte (WSOC)	10A-11A (EST)	9/28/12
64.1	Revised Line / SPOT	10/02/12-10/02/12	4	:30	10A-11A (EST)			1									Charlotte (WSOC)	10A-11A (EST)	9/28/12
64.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	10A-11A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	OR PHIL	9/28/12
65.1	Revised Line / SPOT	10/03/12-10/03/12	4	:30	11P-11:35P (EST)			1									Charlotte (WSOC)	11P-11:35P (EST)	9/28/12
65.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11P-11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:

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By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321038

Schedule Dates 10/01/12-11/03/12

Advertiser Pol/P McCrory/R/Gov/NC (16611)

Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand C01C07 FOR GOV (132441)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax

CPE MCCRO/ORDR/C01C07

Account Types National/Political

Billing Type Standard

Comments MCCRO/ORDR FOR GOVERNOR
MCCRO/ORDR FOR NC GOVERNOR

Date Entered 07/06/12

Last Modified 10/30/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,641.00

Net Total \$43,299.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012 58

Nov. 2012 1

Grand Total: 59

Spots

58

1

59

Rate

\$48,440.00

\$2,500.00

\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
66.0	Revised Line / Spot	10/03/12-10/03/12	1	:30	11:35P-12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/26/12
66.1	Revised Line / Spot	10/03/12-10/03/12	1	:30	11:35P-12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/26/12
66.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11:35P-12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/28/12
68.0	Revised Line / Spot	10/03/12-10/03/12	1	:30	4P-5P (EST)	1			2					2			Charlotte (WSOC)	DR OZ	9/26/12
68.1	Revised Line / Spot	10/03/12-10/03/12	1	:30	4P-5P (EST)	1			1					1			Charlotte (WSOC)	DR OZ	9/26/12
68.2	Revised Line / Spot	10/03/12-10/03/12	1	:30	4P-5P (EST)	1			1					1			Charlotte (WSOC)	DR OZ	9/26/12
68.3	Normal Line / Spot	10/03/12-10/03/12	5	:30	4P-5P (EST)	2			2					2			Charlotte (WSOC)	DR OZ	9/28/12
70.0	Revised Line / Spot	10/03/12-10/03/12	1	:30	5:30A-6A (EST)	1			1					1			Charlotte (WSOC)	NEWS DAYBREAK	9/26/12
70.1	Revised Line / Spot	10/03/12-10/03/12	1	:30	5:30A-6A (EST)	1			1					1			Charlotte (WSOC)	NEWS DAYBREAK	9/26/12
70.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30A-6A (EST)	1			1					1			Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
71.0	Revised Line / Spot	10/03/12-10/03/12	1	:30	5:30P-6P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	9/26/12
71.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30P-6P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
71.2	Revised Line / Spot	10/03/12-10/03/12	1	:30	5:30P-6P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	9/26/12
71.3	Revised Line / Spot	10/03/12-10/03/12	1	:30	5:30P-6P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	9/26/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 321038

Schedule Dates

10/01/12-11/03/12

Advertiser

Pol/P McCrory/R/Gov/NC (15611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

CO1C07 FOR GOV (132441)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN,LINDSAY

Phone/Fax

/

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Date Entered 07/06/12

Last Modified 10/30/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,641.00

Net Total \$43,299.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012 58

Nov. 2012 1

Grand Total: 59

Spots

58

1

59

Rate \$48,440.00

\$2,500.00

\$50,940.00

Account Types National/Political
Billing Type Standard
Comments MCCROY FOR GOVERNOR
MCCROY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
73.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
74.0	Preempt Line / Spot	10/03/12-10/03/12	5	:30	7A- 8A (EST)				1								Charlotte (WSOC)	7A	9/28/12
75.0	Preempt Line / Spot	10/03/12-10/03/12	5	:30	8A- 10A (EST)				1								Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
75.1	Preempt Line / Spot	10/03/12-10/03/12	5	:30	9A- 10A (EST)				1								Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
75.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	9A- 10A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
76.0	Normal Line / Spot	10/02/12-10/02/12	5	:30	6P- 6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/28/12
77.0	M/G For 62.2.1 / Spot	10/07/12-10/07/12	4	:30	6A- 7A (EST)								X	1	\$375.00	\$375.00	Charlotte (WSOC)		10/4/12
78.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	7P- 8P (EST)								X	1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/19/12
79.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8P- 11:30P (EST)							X			\$2,500.00		Charlotte (WSOC)		10/19/12
79.0.1	Closed Preempt	10/20/12															Charlotte (WSOC)	Pre-empt/Spot -	
80.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- EYEWITNESS NEWS 11P M-SU							X		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		10/19/12
81.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	12:30P- 1P (EST)							X		1	\$90.00	\$90.00	Charlotte (WSOC)		10/19/12
82.0	M/G For 79.0.1 / Spot	10/27/12-10/27/12	5	:30	8P- 11:30P (EST)							X			\$2,500.00		Charlotte (WSOC)		10/24/12



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 321038

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Schedule Dates	10/01/12-11/03/12	Date Entered	07/06/12
Advertiser	Pol/P McCrory/R/Gov/NC (15611)	Last Modified	10/30/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	CO1C07 FOR GOV (132441)	Headline #	06221194
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax		Commission %	15.00
CPE	MCCRO/ORDR/CO1C07	Commission	\$7,641.00
Account Types	National/Political	Net Total	\$43,299.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	58	\$48,440.00
Nov. 2012	1	\$2,500.00
Grand Total:	59	\$50,940.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
82.0.1	Closed Preempt	10/27/12															Charlotte (WSOC)		
83.0	8p/6 For 82.0.1 / Spot	11/03/12-11/03/12	5	:30	8p- 11:30p (EST)	1						X		1	\$2,500.00	\$2,500.00	Charlotte (WSOC)	Pre-empt/Spot -	10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.